

WXLV-TV<sub>I</sub> 3500 Myer Lee Dr Winston Salem, NC 27101

Washington, DC 20007 Associates-Washington Greer Margolis Mitchell, Burns & 1010 Wisconsin Ave NW

> Brand Agency Product Advertiser Schedule Dates Contract # Obama for America (30051) POLITICAL CANDIDATE (ns) (1186) 10/30/12-11/05/12 1364057

Millennium Washington DC Millennium/DC, Washington DC (1108) OBAMA FOR AMERICA (187386) Bassett,Laura

Weekly/Irregular National/Political Candidate Agency BRD 95/101/1537

Sales Tax

Comments

OBAMA FOR AMERICA JONATHAN VITTI

Billing Type Account Types Phone/Fax Buyer Name Sales Office Salesperson

> Greer Margolis Mitchell, Burns & Associates-Washii CO-OP Headline # **Entered By** Last Modified Date Entered

Demo Package Deal Order Type Normal A35+R ő

ECR09797207 Lisa Carter 08/29/12

08/28/12

Net Total Commission Commission % \$5,669.50 15.00 \$1,000.50

> Greensboro (WXLV)
> By Broadcast Month Si
> Nov. 2012 Grand To

otal:	dcast Month  112
65	US US
\$6,670.00	Rat \$6,670.00

Type   BreakType (Ref #)   Dates   Sec   Length   Rum Times   SPW   Mo   Tu   We   Th   Fs   Su   Spots   Rate   Total   Station   Comments   Entered	· .		nents:	e: Comments:	Date:		tation:	Date: Accepted-Station:	D		Accepted-Agency/Advertiser:
Dates   Dates   Sec   Length   Run Times   Sev   Mo   Tu We   Th   F   Sa   Spots   Rate   Total   Station   Comments	· · · · · · · · · · · · · · · · · · ·				ACT	MATION CONTR	<b>IFIRN</b>	CON			
Dates   Date											
Detect   Detect   Sec   Length   Run Times   SPW   Mo   Tu   We   Th   F Sa   Spots   Rate   Total   Station   Comments	28/12		\$270.00 Greensboro (WXLV)	\$270.00	<u> </u>	<u>}</u>		:30 9:01P- ABC-Happy Endings (Tuesday)	ω	10/30/12-10/30/12	10.0 Normal Line / Prime (18)
Detes   Sec   Length   Run Times   SPW   Mo   Tu   We   Th   Ft   Sa   Spots   Rate   Total   Station   Comments	28/10		\$140.00 Greensboro (WXLV)	\$70.00	2	×	2	:30 7P- 7:57P (EST)	U	10/30/12-11/02/12	9.0 Normal Line / SPOT (14)
Dates   Dates   Sec   Length   Run Times   SPW   Mo   Tu   We   Th   F   Sa   Spots   Rate   Total   Station   Comments	28/10		\$140.00 Greensboro (WXLV)	\$70.00	2	×	2	:30 7P- Family Feud	w	10/30/12-11/02/12	8.0 Normal Line / SPOT (13)
Dates   Date	/28/10		\$275.00 Greensboro (WXLV)	\$55.00	ъ	р.д. - Д.д. - Д.д. - Д.д.	<b>F-4</b>	:30 6:30P- ABC-World News Monday-Friday	ω	10/30/12-11/05/12	7.0 Normal Line / News (10)
Dates   Dates   Dates   Sec   Length   Run Times   SPW   Mo   Tu   We   Th   F   Sa   Su   Spots   Rate   Total   Station   Comments	28/15		\$225.00 Greensboro (WXLV)	\$45.00	И	<u>н</u>	н	:30 5:58:30P- News-News 14 Carolina on ABC 45 at 6pm	ω	10/30/12-11/05/12	6.0 Normal Line / News (9)
(pe (Ref #))         Dates         Sec         Length         Run Times         SPW         Mo         Tu         We         Th         Fs         Suspense         Rate         Total         Station         Comments         Rewistion         Comments         Rewistion         Comments         Rewistion         Comments         Rewistion         Rewistion         Comments         Rewistion         Comments         Rewistion         Rewistion <td>28/18</td> <td></td> <td>\$75.00 Greensboro (WXLV)</td> <td>\$25.00</td> <td>ω</td> <td>×</td> <td>ω</td> <td>:30 SP- Ricki Lake</td> <td>ω</td> <td>10/30/12-11/02/12</td> <td>5.0 Normal Line / SPOT (8)</td>	28/18		\$75.00 Greensboro (WXLV)	\$25.00	ω	×	ω	:30 SP- Ricki Lake	ω	10/30/12-11/02/12	5.0 Normal Line / SPOT (8)
tpe (Ref #)         Dates         Sec         Length         Run Times         SPW         Mo         Tu         We         Th         F         Sa         Spots         Rate         Total         Station         Comments         RewS14 ABC45         8           10/30/12-11/02/12         3         :30 6:28:50A- News-News 14         3         X	28/10		\$250.00 Greensboro (WXLV)	\$50.00	5	1-1   1-1   1-1   1-1	ш	:30 3P- Anderson Cooper	ω	10/30/12-11/05/12	4.0 Normal Line / SPOT (7)
ppe (Reff #)         Dates         Sec         Length         Run Times         SPW         Mo         Tu         We         Th         Fr         Sa         Su         Spots         Rate         Total         Station         Comments         8           10/30/12-11/02/12         3         :30 6:28:50A- News-News 14 Carolina on ABC 45 at         3         X         <	28/12		\$60.00 Greensboro (WXLV)	\$20.00	ω	×	ω	:30 10:58:25A- ABC-The View	ω	10/30/12-11/02/12	3.0 Normal Line / SPOT (4)
ppe (Ref.#)         Dates         Sec         Length         Run Times         SPW         Mo         Tu         We         Th         Fr         Sa         Spots         Rate         Total         Station         Comments           10/30/12-11/02/12         3         :306:28:50A- News-News 14 Carolina on ABC 45 at         3         X	/28/12	GOOD MORNING AMERICA 8,	\$225.00 Greensboro (WXLV)	\$25.00	9	2 2	<b>1</b> —4	:30 7A- ABC-Good Morning America	ω	10/30/12-11/05/12	2.0 Normal Line / SPOT (2)
Dates Sec Length Run Times SPW Mo Tu We Th Fr Sa Su Spots Rate Total Station Comments	/28/12		\$120.00 Greensboro (WXLV)	\$40.00	ω	×	ω	:30 6:28:50A- News-News 14 Carolina on ABC 45 at 630am	ω	10/30/12-11/02/12	1.0 Normal Line / News (1)
	Entered					Tu We Th Fr Sa Su	SPW Mc			Dates	Line Line Type / Break Type (Ref #)

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WXLV-TV/ 3500 Myer Lee Dr Winston Salem, NC 27101

Agency

Advertiser Schedule Dates Contract #

Product

Brand Phone/Fax Buyer Name Sales Office Salesperson

Ste 800

1010 Wisconsin Ave NW Associates-Washington Greer Margolis Mitchell, Burns &

Washington, DC 20007

Comments Billing Type Account Types

OBAMA FOR AMERICA JONATHAN VITTI Weekly/Irregular

Obama for America (30051) OBAMA FOR AMERICA (187386) Greer Margolis Mitchell, Burns & Associates-Washii CO-OP National/Political Candidate Agency BRD 95/101/1537 Bassett,Laura Millennium Washington DC Millennium/DC, Washington DC (1108) POLITICAL CANDIDATE (ns) (1186) 10/30/12-11/05/12 1364057 Sales Tax Net Total Commission Commission % Package Deal Order Type Demo **Entered By** Last Modified Date Entered Headline # \$5,669.50 \$1,000.50 08/29/12 08/28/12 15.00 A35+R 8 Normal ECR09797207 Lisa Carter

Grand Total:	Nov. 2012	By Broadcast Month	
65	65	Spots	
\$6,670.00	\$6,670.00	Rate	

			Comments:	Date:					on:	Accepted-Station:	Date:	D		Accepted-Agency/Advertiser:	cepted-A
					RACT	NTF	ON C	ATIC	<b>IRM</b>	CONFIRMATION CONTR					
-									-			-			
8/28/12	NEWS14 ABC45	\$40.00 Greensboro (WXLV)	\$40.00	\$40.00	j				p4	:30 6:28:50A- News-News 14 Carolina on ABC 45 at 630am	:30 6:28:50 Carolin 630am	w	11/05/12-11/05/12	20.0 Normal Line / News (1)	20.0 N
8/28/12	CASTLE	\$640.00 Greensboro (WXLV)	\$640.00	\$640.00	1-4	+			ь	:30 10:01P- ABC-Castle (Monday)	:30 10:01P- A (Monday)	ω	11/05/12-11/05/12	19.0 Normal Line / Prime (16)	19.0 N
8/28/12	ABC WORLD NEWS	\$60.00 Greensboro (WXLV)	\$60.00	\$60.00	jus.					:30 6:28:45P- ABC-World News Sunday	:30 6:28:45 Sunday	ω	11/04/12-11/04/12	18.0 Normal Line / News (12)	18.0 N
8/28/10	THIS WEEK	\$25.00 Greensboro (WXLV)	\$25.00	\$25.00	<b>F-4</b>	j-4.				:30 10:58:40A- ABC-This Week	:30 10:58:	w	11/04/12-11/04/12	17.0 Normal Line / SPOT (6)	17.0 N
8/28/10	JIMMY KIMMEL	\$15.00 Greensboro (WXLV)	\$15.00	\$5.00	ω		×	×	ω	:30 12:02:05A- ABC-Jimmy Kimmel Live	:30 12:02:05A Kimmel Live	ω	10/30/12-11/02/12	16.0 Normal Line / SPOT (27)	16.0 N
8/28/12	20 / 20	\$280.00 Greensboro (WXLV)	\$280.00	\$280.00	1		1			:30 10P- ABC-20/20 (Friday)	:30 10P- A	ω	11/02/12-11/02/12	15.0 Normal Line / Prime (23)	15.0 N
8/28/12	NASHVILLE	\$675.00 Greensboro (WXLV)	\$675.00	\$675.00	<u></u>			j-4		:30 10P- ABC-Nashville (Wednesday)	:30 10P- ABC-Nas (Wednesday)	w	10/31/12-10/31/12	14.0 Normal Line / Prime (20)	14.0 N
A 8/2	GOOD MORNING AMERICA 8/28/10	\$10.00 Greensboro (WXLV)	\$10.00	\$10.00	щ	р.		[		:30 8A- ABC-Good Morning American Saturday	:30 8A- AB Americ	ω	11/03/12-11/03/12	13.0 Normal Line / SPOT (3)	13.0 N
8/28/12	NITELINE	\$60.00 Greensboro (WXLV)	\$60.00	\$15.00	4		1 1 1	1		:30 11:35P- ABC-Nightline	:30 11:35F	ω	10/30/12-11/02/12	12.0 Normal Line / SPOT (26)	12.0 N
8/28/12	NEWS14 ABC45	\$200.00 Greensboro (WXLV)	\$200.00	\$40.00	_U		14	<u> </u>	н	:30 11:01P- News- News 14 Carolina on ABC 45 at 11pm	:30 11:01F Carolin	ω	10/30/12-11/05/12	11.0 Normal Line / News (25)	11.0 N
Entered	Comments	Station	Total	Rate	Spots	r Sa Su	We Th Fr	Tu We	SPW Mo	Run Times Si	Length	Sec Le	Dates	Line Type / Break Type (Ref #)	Line

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Washington, DC 20007

Comments Billing Type Account Types

OBAMA FOR AMERICA JONATHAN VITTI Weekly/Irregular National/Political Candidate Agency BRD

95/101/1537

Ste 800

Associates-Washington Greer Margolis Mitchell, Burns &

1010 Wisconsin Ave NW

WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Agency Advertiser Schedule Dates Obama for America (30051)

Contract #

1364057

Brand Phone/Fax Product Buyer Name Sales Office Salesperson

Greer Margolis Mitchell, Burns & Associates-Washii CO-OP POLITICAL CANDIDATE (ns) (1186) 10/30/12-11/05/12

OBAMA FOR AMERICA (187386) Millennium Washington DC Millennium/DC, Washington DC (1108) Bassett,Laura

Commission % Demo Commission Package Deal Order Type

Net Total

**Entered By** Date Entered Headline # Last Modified 08/28/12 ECR09797207 O Lisa Carter 08/29/12

Grand Total:

53

\$6,670.00 \$6,670.00

Greensboro (WXLV)

By Broadcast Month Spots

Nov. 2012

65

A35+R Normal

15.00 \$1,000.50

Sales Tax \$5,669.50

3/E Bookend P/B Piggy Back

Page 🗐 of 3

Station WXLV-TV GREENSBORO/W.SALEM Product Rep Order# 9797207 Advertiser ( ) POLITICAL OBAMA FOR AMERICA Ver# 1 Status New Agency ( Traffic Order#

Last Received: Printed:

Showing Buylines: All Rep Revised Lines 08/17/2012 4:49 PM 08/17/2012 2:29 PM

Rep Firm

Sales Office ( Salesperson ( Salesperson Phone#

Flight Dates Hiatus Weeks Agency C/P1/P2/E gency ( ) GMMB 3050 K ST NW 3050 K ST NW WASHINGTON, DC 20007 gency C/P1/P2/E 95/101/1537 light Dates 10/30/2012 - 11/05/2012

NEW POLITICAL ORDER. STARTS 10/30. TOTAL \$8055.

PLS CF- CHRISTINA FOR JON

Phone# Buyer Laura Bassett

Estimate#

1537

Fax#

V.1 8/17

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Salesperson FAX# 202-955-5342

) WASHINGTON ) JONATHAN VITTI

Rep Order# 9797207 EC'd Yes Ver# Status New

Traffic Order#

Printed: 08/17/2012 4:49 PM 08/17/2012 2:29 PM

2 of

4

Last Received: 08/1 Showing Buylines: All Lines

WASHINGTON, DC 20007
Agency C/PI/P2/E 95/101/1537
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks Agency ( ) GMMB 3050 K ST NW

Product Estimate# Buyer Phone#

ÓBAMA FOR AMERICA 1537

Laura Bassett

Fax#

Station WXLV-TV GREENSBORO/W.SALEM Advertiser ( ) POLITICAL

Rep Firm Sales Office ( Salesperson (

) WASHINGTON ) JONATHAN VITTI

Salesperson Phone# Salesperson FAX# 202-955-5342

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79-730P	630P-7P	6P-630P	630P-7P	6P-630P	49-45	3P-4P	11A-12P	12P-1P	11A-12P	8A-9A	7A-9A	630A-7A	Time	N******** ' ADVERTIS MUNICATION D EVALUATE
FAMILY FEUD	ABC WORLD NEWS	HOLLYSCOOP	ABC WORLD NEWS	NEWS14 ABC45	DOCTORS & Lake	RICKLEAKE ANDONSON	THIS WEEK	MILLIONAIRE	MEIA	GOOD MORNING AMERICA WK	GOOD MORNING AMERICA	NEWS14 ABC45	Program	**************************************
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	\$60	\$25.00	\$275.00	\$225.00	\$75.00	\$250.00	\$25.00	\$80.00	\$60.00	\$10.00	\$225.00	\$200.00	Total Co	AND ORI IMINATIC FERTISIN
\$140.00	\$60.00	00	.00	00	0	00	0	0	0	0	00	00	Total Cost	ER NO. 07- N CLAUSES. G CONTRACT

- CONTRACT COMMENT -

Rep O	Station Advertiser Product Estimate#	Buyer Phone#	En	1	14	15	16	17	18	19	20	21	23	24	25	8	27	28
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9797207	XLV-TV ( )1 OBAMA 1537	Laura Bassett			M													
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Traffic Order#	) GMME 3050 K ST NW WASHINGTON P1/P2/E 95	ks Lie		. !	,	STARS		S RESU	N'T TRI	S								BALL (
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	( ) GMMB 3050 K ST NW WASHINGTON, DC 20007 P1/P2/E 95/101/1537	10/30/2012 - 11/05/2012							₩ * *									
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08/17/2012 4:49 PM 08/17/2012 2:29 PM nes	Rep Firm Sales Office ( Salesperson (	Salesperson Phone Salesperson FAX#	Spot		N	Н	μ	Н	Н	Н	н	μ	н	μ	ហ	4	ω	Н
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Station WXLV-TV GREENSBORO/W.SALEM
Advertiser ( ) POLITICAL
Product OBAMA FOR AMERICA

Traffic Order#

Last Received: Printed:

08/17/2012 4:49 PM 08/17/2012 2:29 PM

4 of

Showing Buylines: All Lines

Agency C/P1/P2/E Flight Dates ( ) GMMB 3050 K ST NW WASHINGTON, DC 20007 95/101/1537 10/30/2012 - 11/05/2012

Agency

Hiatus Weeks

Sales Office ( Salesperson ( Rep Firm

) WASHINGTON ) JONATHAN VITTI

Salesperson Phone# Salesperson FAX#

202-955-5342

-SALES MONTHLY TOTALS-

Report Totals. 69 / \$8,055.00

Fax#

Buyer Estimate# Phone#

> 1537 Laura Bassett

NOV 12.

Sales Totals. 69 / \$8,055.00 69 / \$8,055.00

Station Totals. 69 / \$8,055.00

Lines not sent/rcld/rtrn. 0 / \$0.00

-COMPETITIVE-

Market Totals

\$100,688 WGHP CABL 28% %

> UNKN %

AAWM

W %

WBFX

WUPN %

%

MXII MCMG

31% %

WXLV AMEMA

30% % %

Demos Books

> RA35+ null